

WCVB Board Meeting

Meeting: March 6, 2023

Items: Visitor Profile Study

Overview:

Madden Media presented the Visitor Profile Study report. The study was included in the Missouri Division of Tourism Marketing Platform Development Grant (\$18,750). The grant is a 75/25 reimbursement grant.

The remaining piece to the grant is the marketing plan. Madden is working on the 2024 marketing plan and will present this spring using the data compiled from this report.

81% of visitors to Warrensburg came from surrounding drive markets (within 300 miles) from neighboring counties. Avg distance traveled 303 miles.

Top 5 origin states (excluding Missouri) are KS, TX, IL, AR, and OK

The WCVB's top opportunity markets are Kansas City, MO; Springfield, MO; Columbia-Jefferson City, MO; St. Louis, MO; Joplin, MO-Pittsburg, KS; and Topeka, KS.

Majority of visitors to Warrensburg stayed overnight (72%)

Avg. Repeat Trips 2.84

Average length of stay was 2.3 days

In-State Visitors Avg Stay 1.9 days; Out-of-State Visitors Avg Stay 2.8 days

I asked Madden for clarification regarding UCM students and WAFB personnel. They reviewed the exclusion criteria and have concluded that UCM Students are likely being classified as residents due to their frequent repeat visits to our market. One of their criteria for determining whether a cell phone belongs to a resident of qualified arrival is that their repeat visitation must be less than the 95th percentile of all visitors. This means people who visit frequently and may not be captured by their other exclusion criteria (LOS b/w 4hrs and 2wks, traveled > 50 miles) are, in fact, being classified as residents due to their high repeat visitation.

Additional Resources:

Study report from Madden Media